MASTER OF BUSINESS ANALYTICS (2816)

Approved Abbreviation: MBusAnalytics
Western Sydney University Program Code: 2816
AQF Level: 9

CRICOS Code: 098262A

This program applies to students who commenced in Quarter 4 2018 or later.

The ever increasing amount of data in the business world today requires that businesses make sense of the flow of information if they are to hold a competitive edge in the market. The Master of Business Analytics offers a program of study on how to manage effectively in a data driven world.

The program focuses on business analytics rather than just data analytics. It has a strong applications focus covering the nature of data including Big and Unstructured Data and how to embark on data driven investigations and visual and computational analytics.

Application of the analytic tools and frameworks in order to examine strategic business and market options and to realise their profit potential are explored in general and then specifically where students have the choice to focus their learning by choosing one of three specialisations; Operations Management, Finance and Marketing.

Study Mode

- Two years full time or four years part-time.
- One and a half years full time (three years part-time) or one year full time (two years part-time) programs are also available, depending upon entry qualifications (see Pathways listed under Program Structure).

Program Advice

Dr Laurel Jackson (https://directory.westernsydney.edu.au/search/email/la.jackson@westernsydney.edu.au)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (https://enquiry.westernsydney.edu.au/courseenquiry/)| Local Admission (https://www.westernsydney.edu.au/future/) | International Admission (https://www.westernsydney.edu.au/international/home/apply/admissions/) |

Location

Campus	Attendance	Mode	Advice
Parramatta City Campus-Macquarie Street	Full Time	Internal	See above
Parramatta City Campus-Macquarie Street	Part Time	Internal	See above

Accreditation

This program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Admission

1. Master of Business Analytics - 2 year Pathway (160 credit points)

Applicants must have successfully completed an undergraduate degree, or higher, in any discipline.

2. Master of Business Analytics - 1.5 year Pathway (120 credit points)

Applicants must have successfully completed an undergraduate degree, or higher, in a business discipline;

Or

Successfully completed an undergraduate degree, or higher, in any discipline and a minimum of two years full-time equivalent managerial/professional work experience in roles related to business information management;

Or

Successfully completed an undergraduate degree, or higher, in any discipline and a minimum of five years full-time equivalent general work experience.

Applicants seeking admission on the basis of work experience must support their application with a Statement of Service for all work experience listed on the application.

3. Master of Business Analytics - 1 year Pathway (80 credit points)

Applicants must have successfully completed a graduate certificate, graduate diploma or higher, in a business discipline or a discipline with mathematical or numerate focus;

Or

Successfully completed an undergraduate degree in business analytics, information management/systems or related in a business degree with a GPA of 5.0 or WAM (Weighted Average Mark) of 65+ (if provided on the academic record);

Or

Successfully completed an undergraduate degree in any business disciplines and a minimum of two years full-time equivalent managerial/professional work experience in roles related to business information management;

Applicants seeking admission on the basis of work experience must support their application with a Statement of Service for all work experience listed on the application.

Statement of Service form (https://www.westernsydney.edu.au/content/dam/digital/pdf/Statement_of_Service.PDF)

Work experience will require validation by the relevant employer and cannot be used both as a means of admission and as the basis of an application for advanced standing. Work experience will be evaluated to assess whether prospective students have demonstrated a verifiable capability in management such that they are enabled to undertake the discipline-specific learning contained in this Masters-level program. This criterion is impacted directly by the requirements of a curriculum that addresses AQF Level 9 knowledge and skill outcomes including a stipulation that graduates have cognitive skills to demonstrate mastery of theoretical knowledge in business information management and to reflect critically on theory and professional practice or scholarship.

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

http://www.uac.edu.au/

https://westernsydney.uac.edu.au/ws/

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

http://www.uac.edu.au/

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (http://www.westernsydney.edu.au/international/)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

Program Structure

Master of Business Analytics - 1 year pathway

Qualification for this award requires the successful completion of 80 credit points which includes the subjects listed below.

Subject	Title	Credit Points
BUSM 7105	Business Analytics in Practice	10
COMP 7006	Data Science	10
BUSM 7051	Integrated Business Experience 2	10
COMP 7024	Programming for Data Science	10
COMP 7025	Social Media Intelligence	10
MATH 7016	The Nature of Data	10
COMP 7016	Visualisation	10
Select one of the following:		10
BUSM 7008	Business Internship	
BUSM 7070	Masters Project	
Total Credit Points		**80**

Master of Business Analytics - 1.5 year pathway

Qualification for this award requires the successful completion of 120 credit points which includes the subjects listed below.

Subject	Title	Credit Points
BUSM 7105	Business Analytics in Practice	10
COMP 7006	Data Science	10
BUSM 7051	Integrated Business Experience 2	10
COMP 7024	Programming for Data Science	10
COMP 7025	Social Media Intelligence	10
BUSM 7086	Strategic Business Management	10
MATH 7016	The Nature of Data	10
COMP 7016	Visualisation	10
Select one of the following:		20
BUSM 7012	Business Project	
BUSM 7055	Internship	

Select two electives	20
Total Credit Points	**120**

Master of Business Analytics - 2 year pathway

Qualification for this award requires the successful completion of 160 credit points which includes the subjects listed below.

Subject	Title	Credit Points
BUSM 7105	Business Analytics in Practice	10
COMP 7006	Data Science	10
BUSM 7051	Integrated Business Experience 2	10
COMP 7024	Programming for Data Science	10
COMP 7025	Social Media Intelligence	10
BUSM 7086	Strategic Business Management	10
MATH 7016	The Nature of Data	10
COMP 7016	Visualisation	10
Select one of the following:		20
BUSM 7012	Business Project	
BUSM 7055	Internship	
Choose and complete all units from one major listed below		60
Total Credit Points		**160**

Major

Finance and Investment, Major (0228) (https://hbook.westernsydney.edu.au/archives/2022-2023/majors-minors/finance-investment-pg-major/)

Logistics and Supply Chain Management, Major (0235) (https://hbook.westernsydney.edu.au/archives/2022-2023/majors-minors/logistics-supply-chain-management-pg-major/)

Equivalent Subjects

The subjects listed below count towards completion of this program for students who passed these subjects in 2021 or earlier.

MATH 7012 Programming for Data Science, replaced by COMP 7024 Programming for Data Science
MATH 7014 Social Media Intelligence, replaced by COMP 7025 Social Media Intelligence